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Institutional Feeding Managers Stewards-Chefs-Cooks

ATTENTION PLEASE!

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THE PLATE LUNCH IN IN-PLANT FEEDING ADVERTISING AND PROMOTION

"Word of Mouth" advertising is one of the most valuable means of advertising good plate lunches. Good food sells itself in this way. However, promotional devices can be used effectively for stimulating greater interest.

I. Prominent Menu Display -

Customers are often not good sign readers. Large eye-catcher signs are most effective for playing up the plate lunches, whether in cafeterias or in in-plant feeding units. When the plate lunch is served along with a variety of a la carte items, it should be planned to allow for some variety of choice. It may be listed as follows:

Entree
Choice of Vegetable, Potato, or second Vegetable
Salad
Bread and Spread
Dessert
Beverage

II. Training of Counter Personnel -

An experienced counter operator can push practically any item on a cafeteria steamtable. It is part of his stock-in-trade, and his technique in this respect may be highly developed. Since most industrial feeding operations use women without such background, sales education is necessary in promoting the plate lunch. Have your steam table woman say to the customer, "The Plate Lunch, sir? It's very good!". She should also know what other items, such as salad and special dessert, go with the hot food. At the salad and dessert counter, the counter women should offer their wares as part of the plate lunch. The customer may not read signs, but he will get the idea of the plate lunch, if it is "talked up" by counter personnel. Try calling your counter personnel together for short 5-10 minute talks before service begins.

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III. Promotion through Foremen Groups -

Very often the foreman can be influential in "talking up" the plate lunch among the employees under his supervision. Whether it is possible to get a few minutes time in regularly scheduled meetings, or by individual contact of foremen, the purposes and values of the plate lunch should be called to the foremen's attention. He can also be helpful in developing an appreciation among his employees of the problems of food supply.

IV. Promotion through Plant Paper -

The appeal through this source can be made on the basis of health. When the plate lunch is instituted, announcement in the plant paper is desirable.

To sustain interest as time goes by, the editor may be willing to use "snaps" of various employees enjoying the plate lunch both in the cafeteria and the plant. Emphasis on a well balanced meal can be related to the work performed by the employee. Copy accompanying such "snaps" might be:

1. The test pilot keeping in condition for his exacting job with plenty of what it takes.
2. A ten time Red Cross blood donor keeps himself in condition with well balanced meals -- and is already looking forward to his next visit to make his vital contribution to this war service.
3. A foundry worker keeps his muscles tuned up and his temperature cooled down with the plate lunch special of the day.
4. A fork truck operator (woman) keeps her health and efficiency top-notch in her "man's" job with a plate lunch from the plant mobile cart.

V. Promotion through Public Address System -

Brief ten word announcements preceding lunch may be helpful.

VI. Employee Contests -

One unusually successful feeding operator has stimulated interest in plate lunches by using menus submitted by plant workers and acknowledging credit to the worker. Any activity such as this teaches the worker some of the food service problems, -- as contest rules provide that suggestions must meet good nutrition standards; must be practical for preparation and serving in the kitchen and cafeteria, and must be planned from readily available foods.